

# Elective course: Activsm, Social Justice and Advocacy Communication in Networked Media Space

Title	Elective course: Activsm, Social Justice and Advocacy Communication in Networked Media Space
Semester	E2025
Master programme in	Media and Communication / Kommunikation
Type of activity	Course
Teaching language	English
Study regulation	Read about the Master Programme and find the Study Regulations at <a href="http://ruc.dk">ruc.dk</a>

## REGISTRATION AND STUDY ADMINISTRATIVE

You register for activities through [stads selvbetjening](#) during the announced registration period, which you can see on the [Study administration homepage](#).

Registration When registering for courses, please be aware of the potential conflicts and overlaps between course and exam time and dates. The planning of course activities at Roskilde University is based on the recommended study programmes, which should not overlap. However, if you choose optional courses and/or study plans that goes beyond the recommended study programmes, an overlap of lectures or exam dates may occur depending on which courses you choose.

Number of participants

ECTS 10

Responsible for the activity Norbert Wildermuth ([norbert@ruc.dk](mailto:norbert@ruc.dk))

Head of study David Mathieu ([mathieu@ruc.dk](mailto:mathieu@ruc.dk))

Teachers

Study administration IKH Registration & Exams ([ikh-exams@ruc.dk](mailto:ikh-exams@ruc.dk))

Exam code(s) U60923

**ACADEMIC CONTENT**

Overall objective

The course contains presentation and critical discussion as well as testing knowledge of a defined media and communication subject area/field of activity, including presentation and discussion of current concepts, theories, and research methods, possibly in collaboration with practitioners within the field.

**This elective course belongs to bloc 2. We recommend that you choose one elective per bloc. This way, you avoid overlaps in classes and exam periods.**

Detailed description of content

The course will focus on forms of planned and strategic communication as pursued by not-for-profit, and non-governmental organisations, social justice and accountability advocates, social movement and data activists. It will do so in a “long haul” diachronic perspective on this space of communicative practices, that have been with us for decades. During the course, we will seek to align "old" and new" forms of media activism in relation to media environments and communicative ecologies in which they are/have been realised. As for the contemporary forms of mediated activism, social justice and advocacy communication, that are at the heart of the course, we will explore how the present state of institutional and individual mediatization and corresponding networked media logics are framing these phenomena.

The main objective with the course is to develop the participants’ case-rich, applicable and grounded, critical understanding of the demands and challenges of respective communicative efforts based on a cascade of theoretical, analytical and practical learning-encounters. The participants will thus learn, how to plan, conduct, assess and optimize communicative efforts that have the character of a non-commercial, non-corporate "activist" campaign.

Course material and Reading list

Literature for the course and a reading list for each class meeting will be available on Moodle at the semester start.

Overall plan and expected work effort

The total study effort for the student (ECTS points converted into hours) = 270 hours. The hours are divided as follows:

- Course teaching: 40 hours
- Preparation: 150 hours

- Exam: 60 hours
- Other activities: 20 hours (semester start, literature search, etc.)

Format

Evaluation  
and feedback

Evaluation will be based on the [evaluation practice of the study board](#).

The course will consist of 5 x 2 sessions of 4 hours each, from week 41 to 45. As we are a team of five different scholars, each of us will run two sessions that focus on the specific forms and cases of media activism, social justice and advocacy communication that we have worked with as researchers over many years. Our cases and research that we will present will therefore span widely, both in a socio-cultural and geographic sense, covering experience from societies and cultures from both the Global South and Global North.

In terms of our disciplinary background, the team is multidisciplinary and brings theoretical traditions and analytical perspectives anchored in social/cultural anthropology, cultural studies/encounters, performance design, political science and sociology to this important field of media and communication studies.

Programme

The following assigned "teachers" will cover: **Norbert Wildermuth** (course coordinator): Lessons learned in the Global South (media empowerment initiatives from the 1980s to the present, media-enabled social accountability initiatives, crowdsourcing and crowdfunding campaigns, data activism and open data initiatives in India Brazil and Kenya). **Jonas Agerbæk Jeppesen**: A theoretical perspective on half a century of communication for social change and media activism. How have academic, organisational and activist spaces and agendas interacted and become intertwined to a point where they co-constitute this multi-disciplinary field. **Lene Bull Christensen**: Celebrity activism and everyday politics (Celebrities as New Global Actors, Feminist Activism in Transition, Digital Activism ...) **Mark Friis Hau**: Action anthropology and online activism (Migrant networks and alternative forms of collectivism) **Kristine Samson**: Environmental justice, cultural citizenship, slow activism and art.

Across our team we are interested in participatory approaches and empowerment by means of media and communication.

**ASSESSMENT**

At the end of the course, the student is able to:

Overall learning outcomes

- Demonstrate in-depth knowledge of a defined subject area/field of activity within media and communication, including nuanced knowledge of current forms of practice in relation to the subject area.
- Identify and account for current theories of relevance to the subject area/field of activity, including understanding of important communication professional concepts.
- Identify and account for current methods used to study the subject area/field of activity and its central communication professional issues.
- independently and reflectively translate theoretical perspectives and methodological approaches into a concrete communication professional practice
- Independently take responsibility for one's own professional development.

Individual portfolio exam

Form of examination

The character limit of the portfolio is maximum 48,000 characters, including spaces. Examples of written products are exercise responses, talking points for presentations, written feedback, reflections, written assignments. The preparation of the products may be subject to time limits.

The character limits include the cover, table of contents, bibliography, figures and other illustrations, but exclude appendices.

The portfolio is written completely or partially during the course.

The entire portfolio must be handed in at the same time (uploaded to [eksamen.ruc.dk](https://eksamen.ruc.dk)). Handing in the portfolio or parts of the portfolio to the supervisor for feedback, cannot replace the upload to [eksamen.ruc.dk](https://eksamen.ruc.dk).

Assessment: 7-point grading scale

Individual portfolio exam

Form of Re-examination

The character limit of the portfolio is maximum 48,000 characters, including spaces. Examples of written products are exercise responses, talking points for presentations, written feedback, reflections, written

assignments. The preparation of the products may be subject to time limits.

The character limits include the cover, table of contents, bibliography, figures and other illustrations, but exclude appendices.

The portfolio is written after the course has ended.

The entire portfolio must be handed in at the same time (uploaded to eksamen.ruc.dk). Handing in the portfolio or parts of the portfolio to the supervisor for feedback, cannot replace the upload to eksamen.ruc.dk.

Assessment: 7-point grading scale

Type of  
examination  
in special  
cases

Individual portfolio exam

The character limit of the portfolio is maximum 48,000 characters, including spaces. Examples of written products are exercise responses, talking points for presentations, written feedback, reflections, written assignments. The preparation of the products may be subject to time limits. The character limits include the cover, table of contents, bibliography, figures and other illustrations, but exclude appendices.

The portfolio is written completely or partially during the course.

Examination  
and  
assessment  
criteria  
(implemented)

The entire portfolio must be handed in at the same time (uploaded to eksamen.ruc.dk). Handing in the portfolio or parts of the portfolio to the supervisor for feedback, cannot replace the upload to eksamen.ruc.dk.

Assessment: Pass/Fail

An overall assessment of the portfolio is made by consideration of several criteria, including:

- Content (variety, aptness, completeness and relevance of the portfolio products)
- Structure (organization of sections, titles, introduction, main points, and conclusion)

- Theoretical and/or Methodological Rigor (use of relevant analytical concepts, methods, theory, and literature)
- Critical Reflection (self-assessment and conclusions about the learning outcomes)

The assignment must document that the student has a secure command of the English written language, including grammar and linguistic correctness.

Students are referred to the following guidelines regarding exam cheating and its consequences: <https://intra.ruc.dk/en/students/study-administration/everything-about-exam/avoid-cheating-at-exams/>

Exam code(s) Exam code(s) : U60923

## Course days:

**Hold: 1**

### **Activism, Social Justice and Advocacy Communication in Networked Media Space**

time	06-10-2025 12:15 til 06-10-2025 16:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	20.1-067 - undervisningslokale (25) Lene Bull Christiansen ( bull@ruc.dk ) Jonas Agerbæk Jeppesen ( joagje@ruc.dk )
Teacher	Kristine Samson ( ksamson@ruc.dk ) Norbert Wildermuth ( norbert@ruc.dk ) Mark Friis Hau ( markfh@ruc.dk )

### **Activism, Social Justice and Advocacy Communication in Networked Media Space**

time	08-10-2025 08:15 til 08-10-2025 12:00
------	--

forberedelsesnorm ikke valgt  
forberedelsesnorm D-VIP ikke valgt  
location 42.1-37 - workshop-lokale (20)  
Lene Bull Christiansen ( bull@ruc.dk )  
Jonas Agerbæk Jeppesen ( joagje@ruc.dk )  
Teacher Kristine Samson ( ksamson@ruc.dk )  
Norbert Wildermuth ( norbert@ruc.dk )  
Mark Friis Hau ( markfh@ruc.dk )

## **Activism, Social Justice and Advocacy Communication in Networked Media Space**

time 13-10-2025 12:15 til  
13-10-2025 16:00  
forberedelsesnorm ikke valgt  
forberedelsesnorm D-VIP ikke valgt  
location 42.1-37 - workshop-lokale (20)  
Lene Bull Christiansen ( bull@ruc.dk )  
Jonas Agerbæk Jeppesen ( joagje@ruc.dk )  
Teacher Kristine Samson ( ksamson@ruc.dk )  
Norbert Wildermuth ( norbert@ruc.dk )  
Mark Friis Hau ( markfh@ruc.dk )

## **Activism, Social Justice and Advocacy Communication in Networked Media Space**

time 15-10-2025 08:15 til  
15-10-2025 12:00  
forberedelsesnorm ikke valgt  
forberedelsesnorm D-VIP ikke valgt  
location 40.2-25 - teorirum (foldedør ud til kantineområdet) (50)  
Lene Bull Christiansen ( bull@ruc.dk )  
Jonas Agerbæk Jeppesen ( joagje@ruc.dk )  
Teacher Kristine Samson ( ksamson@ruc.dk )  
Norbert Wildermuth ( norbert@ruc.dk )  
Mark Friis Hau ( markfh@ruc.dk )

## **Activism, Social Justice and Advocacy Communication in Networked Media Space**

time 20-10-2025 12:15 til  
20-10-2025 16:00

forberedelsesnorm ikke valgt  
forberedelsesnorm D-VIP ikke valgt  
location 40.2-25 - teorirum (foldedør ud til kantineområdet) (50)  
Lene Bull Christiansen ( bull@ruc.dk )  
Jonas Agerbæk Jeppesen ( joagje@ruc.dk )  
Teacher Kristine Samson ( ksamson@ruc.dk )  
Norbert Wildermuth ( norbert@ruc.dk )  
Mark Friis Hau ( markfh@ruc.dk )

## **Activism, Social Justice and Advocacy Communication in Networked Media Space**

time 22-10-2025 08:15 til  
22-10-2025 12:00  
forberedelsesnorm ikke valgt  
forberedelsesnorm D-VIP ikke valgt  
location 42.1-37 - workshop-lokale (20)  
Lene Bull Christiansen ( bull@ruc.dk )  
Jonas Agerbæk Jeppesen ( joagje@ruc.dk )  
Teacher Kristine Samson ( ksamson@ruc.dk )  
Norbert Wildermuth ( norbert@ruc.dk )  
Mark Friis Hau ( markfh@ruc.dk )

## **Activism, Social Justice and Advocacy Communication in Networked Media Space**

time 27-10-2025 12:15 til  
27-10-2025 16:00  
forberedelsesnorm ikke valgt  
forberedelsesnorm D-VIP ikke valgt  
location 40.1-39 - workshop-lokale (foldedør sammenlagt lokale) (20)  
Lene Bull Christiansen ( bull@ruc.dk )  
Jonas Agerbæk Jeppesen ( joagje@ruc.dk )  
Teacher Kristine Samson ( ksamson@ruc.dk )  
Norbert Wildermuth ( norbert@ruc.dk )  
Mark Friis Hau ( markfh@ruc.dk )

## **Activism, Social Justice and Advocacy Communication in Networked Media Space**

time 29-10-2025 08:15 til  
29-10-2025 12:00

forberedelsesnorm ikke valgt  
forberedelsesnorm D-VIP ikke valgt  
location 42.1-37 - workshop-lokale (20)  
Lene Bull Christiansen ( bull@ruc.dk )  
Jonas Agerbæk Jeppesen ( joagje@ruc.dk )  
Teacher Kristine Samson ( ksamson@ruc.dk )  
Norbert Wildermuth ( norbert@ruc.dk )  
Mark Friis Hau ( markfh@ruc.dk )

### **Activism, Social Justice and Advocacy Communication in Networked Media Space**

time 03-11-2025 12:15 til  
03-11-2025 16:00  
forberedelsesnorm ikke valgt  
forberedelsesnorm D-VIP ikke valgt  
location 40.1-39 - workshop-lokale (foldedør sammenlagt lokale) (20)  
Lene Bull Christiansen ( bull@ruc.dk )  
Jonas Agerbæk Jeppesen ( joagje@ruc.dk )  
Teacher Kristine Samson ( ksamson@ruc.dk )  
Norbert Wildermuth ( norbert@ruc.dk )  
Mark Friis Hau ( markfh@ruc.dk )

### **Activism, Social Justice and Advocacy Communication in Networked Media Space**

time 05-11-2025 08:15 til  
05-11-2025 12:00  
forberedelsesnorm ikke valgt  
forberedelsesnorm D-VIP ikke valgt  
location 42.1-37 - workshop-lokale (20)  
Lene Bull Christiansen ( bull@ruc.dk )  
Jonas Agerbæk Jeppesen ( joagje@ruc.dk )  
Teacher Kristine Samson ( ksamson@ruc.dk )  
Norbert Wildermuth ( norbert@ruc.dk )  
Mark Friis Hau ( markfh@ruc.dk )

### **Activism, Social Justice and Advocacy Communication in Networked Media Space**

time 10-11-2025 09:00 til  
10-11-2025 10:00

forberedelsesnorm ikke valgt  
forberedelsesnorm D-VIP ikke valgt

## **Activism, Social Justice and Advocacy Communication in Networked Media Space**

time 22-01-2026 09:00 til  
22-01-2026 10:00